
BULLHEAD CITY SHORT RANGE TRANSPORTATION PLAN

PUBLIC OUTREACH AND INVOLVEMENT PLAN

August 2013

1 INTRODUCTION

This Public Outreach and Involvement Plan has been developed to describe in detail how the Arizona Department of Transportation (ADOT), Bullhead City and the project team will solicit public input; inform and involve the public, elected officials, agencies and stakeholders regarding the Bullhead City Short Range Transportation Plan.

This plan is subject to change and may be revised as required. Updates to this plan will be provided as dictated by the study and public involvement process.

STUDY DESCRIPTION

The purpose of this project is to evaluate the existing transit system, renew or revise goals and objectives of the system and provide Bullhead City with recommended operational and fiscal efficiency improvements to the system.

PURPOSE AND GOALS OF THE PUBLIC OUTREACH AND INVOLVEMENT PLAN

This plan will help guide ADOT Communications and the project team to obtain meaningful input from the community (elected officials, agencies, public, businesses, and stakeholders). The public involvement process embraces innovation, commitment, transparency and trustworthiness in working with all project stakeholders and strives to create an environment that provides and promotes meaningful dialogue and opportunities for individuals with disabilities or language challenges to participate. The goals of this plan are to outline the process objectives and describe the techniques to be used. Goals of the public outreach program include:

- Engaging stakeholders to help ensure the final report incorporates agency and public input
- Providing clear and accurate information that encourages informed public participation and input
- Providing multiple, convenient ways for interested parties to provide comment
- Providing multiple means through which the public can learn about the project

2 PUBLIC INVOLVEMENT OUTREACH ACTIVITIES

The following listing shows the outreach and input tools that will be utilized to involve the public and gather their input and feedback. The following listing is in no particular order.

STAKEHOLDER SURVEY AND ANALYSIS

The technical consultant will conduct a survey of stakeholders including social service and faith-based organizations as well as the business community, health care providers etc. to obtain their input and feedback on the current transit conditions as well as their transit needs (both now and in the future). This analysis will take place with an e-mail survey created by the technical consultant in collaboration with the project team. Up to two reminder e-mails will be sent to stakeholders to encourage participation in the survey which can be e-mailed or faxed back to the technical consultant.

ELECTED OFFICIAL BRIEFINGS

The study team will prepare and conduct a formal presentation of findings and recommendations with the Bullhead City Council and Transit Commission.

TECHNICAL ADVISORY COMMITTEE (TAC)

A Technical Advisory Committee (TAC) will be established to oversee and guide the Technical Consultant's work efforts. The TAC includes representation from the following agencies:

- Bullhead Area Transit
- WACOG
- Fort Mojave
- Laughlin, NV
- ADOT
 - Multimodal Planning Division
 - Communications Division
 - Kingman District (Senior Community Relations Officer and District Engineer)

A Communications representative will attend TAC meetings in person or by phone to provide updates on the public involvement process.

ONBOARD AND DRIVER SURVEYS

The technical consultant will conduct surveys of both transit riders and drivers to gather information and feedback. Information gathered will include travel patterns and behavior, satisfaction, and preferences for improvements. The surveys will take place the week of September 3-7 and will be conducted in both English and Spanish to meet the needs of riders who may not be proficient in English.

COMMUNITY SURVEY

The technical consultant, with input from the city, ADOT and the TAC will create a community survey that will be used to gather feedback from the community as a whole, including non-riders. The survey will mainly be online through the use of Survey Monkey and will be established by ADOT Communications. A paper version will be created by ADOT Communications to be included in the city's sewer bills (3000). The paper version will be available in both English and Spanish and will include a mail back address to ADOT as well as a link to the online survey. A link to the online survey will be added to the city's website, the transit website, the ADOT project website and will be promoted by any other means the city wishes to use.

DEVELOP COLLATERAL AND PRINTED MATERIALS

A number of different types of print materials (e.g., survey, frequently asked questions, e-newsletters) may be prepared to explain the project and provide information on how to participate and comment.

STUDY WEBSITE/ONLINE SURVEY

A project website will be created and will be maintained by ADOT Communications and/or ADOT MPD to provide information to those with Internet access. The website is hosted by ADOT and will include all study

materials, meeting summaries, a link to the online survey and the ability to email the project team comments and questions.

TELEPHONE COMMENT LINE

A telephone comment line is available, enabling callers to make comments or ask questions about the project. When necessary, a study team member will contact each caller no later than 24 hours on the next business day after the message is received. The telephone comment line number will be published in all public involvement materials. The telephone comment line number is 855.712.8530.

CONTACT/COMMENT DATABASE

All comments received will be documented, and a response will be provided. The following methods will be utilized to solicit and/or acquire comments:

- Online or paper survey
- Telephone information hotline

A database combining contact information and comments received from the public will be developed. The contact list contains names, addresses, phone numbers, and e-mail addresses of any members of the public who have expressed an interest in the study or have submitted comments. The comment database will maintain all comments received via letter, e-mail, comment form, and/or phone call. All comments will be entered into the database and categorized. The database is updated on a regular basis, as needed.

3 TITLE VI/ENVIRONMENTAL JUSTICE

Title VI of the Civil Rights Act of 1964 and related statutes assure that all individuals are not excluded from participation in, denied the benefit of, or subjected to discrimination on the basis of race, color, national origin, sex, and disability. Executive Order 12898 on Environmental Justice directs that programs, policies, and activities not have a disproportionately high and adverse human health and environmental effect on minority and low-income populations. The implementation of the PIP should ensure that these protected populations are given the opportunity to participate in the Bullhead City Short Range Transportation Plan PARA study.